

The Briar Wire

THE SWEET BRIAR COLLEGE ALUMNAE NEWSLETTER DECEMBER 2020 | VOLUME 6 | ISSUE 9

My fellow alumnae and friends,

The time for celebrating our blessings is upon us! The Sweet Briar campus family, like yours, has eagerly anticipated time off and time together over the holidays. As you know, many families have been pulled apart by quarantine protocols, work commitments and even sickness. Here on campus, we have felt the separation from all our families, too, and worked straight through the semester to allow the students to have a long winter break during the height of cold and flu season, while the nation awaits a COVID vaccine.

Over the last few weeks, we've had the opportunity to think about our successful fall semester. Our enrollment trends are improving (with over 40 prospective students and their families visiting Sweet Briar for the Admissions Open House in November). The prospective students and their families were genuinely enthusiastic about visiting Sweet Briar in-person and seeing our spectacular campus, meeting our college leadership, faculty and students, with many saying they plan to be here next fall.

This photo that I am sharing with you shows our students enjoying one of our fall activities, and it reminds me of the spirit of resilience on campus. Our students showed true leadership with their cautious behavior and the campus remained safe and healthy for the entire community. The students were happy to be on campus with in-person learning, working alongside their classmates and their professors and having the ability to participate in sports with their



Reesa Artz '22 and Sydney Campbell '21

teammates instead of doing it all remotely. Even with the stress of their academic work and the on-going pandemic, many students were able to have fun in the myriad activities that student life and athletics sponsored this semester (more than 100 in all).

New Year's resolutions are coming soon, but before we settle in for what's next... let's all remember to seize each day, find joy, seek peace and practice gratitude for each other and our many blessings. May you have a glorious and joyous season!

With gratitude,

Mary Pope M. Hutson '83
Vice President for Alumnae Relations, Development
and Communications

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New resources to make planned giving easier



After a difficult year full of the unexpected, many of our alumnae and other supporters are likely looking to the future, uncertain of what's to come. And as 2020 comes to a close, you may be considering ways to support Sweet Briar.

Planned giving represents a way to meld these two interests together, and to protect the people and causes you love. And it's integral to the Sweet Briar story — our College was founded because of the foresight of Indiana Fletcher Williams, who created a gift in her estate plan to provide the land and endowment for a women's college. She used her estate plan to create a legacy that would support future generations of women to lead lives of confidence, courage, and perseverance.

Estate planning is an important, concrete step that everyone should consider: It's the best way to protect your assets, make sure your wishes are carried out, and protect the people and things that you love. And like Indiana Fletcher Williams, it can also serve as a powerful opportunity to support the causes and organizations you love (like Sweet Briar College).

As 2020 comes to a close, we have partnered with FreeWill, a social venture featured in Forbes and The New York Times, to give two new tools to our Sweet Briar community in the hopes that it makes planned giving a bit easier (and cost-free).

1. A tool to give a gift through an IRA: Though the CARES Act waived the required minimum distribution (RMD) from your IRA for 2020, you still get the same tax benefits

by making a gift from your IRA. It makes an immediate impact on the educational opportunities for our young women, and can help you stay in a lower tax bracket before end-of-year. Go to FreeWill.com/QCD/SweetBriarCollege to create a taxwise IRA gift.

2. A will-writing tool: With this resource, you can write this essential document for free in 20 minutes or less and protect the people you love. Over 170,000 Americans have used it because it's safe, secure and free. It's also an easy way to create a legacy gift to support the education of Sweet Briar women for future generations — without paying a cent today. Go to FreeWill.com/SweetBriarCollege to write a free will and create your legacy.

We share these tools to make complicated tasks a bit easier, and to hopefully help you find peace of mind before end-of-year.

Thank you for considering a gift to Sweet Briar. Please contact Claire Griffith at cgriffith@sbcb.edu, 434-381-6131 with any questions or for additional information visit our website at sbcblegacy.org.

This information is provided for educational purposes. It is not intended as legal advice. Please consult your own advisors who alone are aware of your individual situation and thus in the best position to provide an individual analysis and help you accomplish the best result.

Congressman Ben Cline tours the new onsite student health clinic

The new Sweet Briar College student health clinic, located in the lower level of the Memorial Chapel, officially opened its doors to students on Oct. 6. Students now have immediate access to medical care through in-person and telehealth appointments.

On Friday, Oct. 16, Congressman Ben Cline visited the College to tour the new clinic. He shared with President Woo his recent remarks during a House of Representatives session about the College being recognized by the U.S. News & World Report as one of the nation's most innovative schools.



From left: Congressman Ben Cline, SGA President Madeleine McAllister '21, President Meredith Woo, Director of Athletics Jodi Canfield, and Vice President for Finance, Operations and Auxiliary Enterprises Luther Griffith.

"At Sweet Briar, we are intensely focused on our students and their well-being. That's why we created the new health clinic. It's a facility that will not only be used during the pandemic—it will serve our students for years to come," says President Meredith Woo.

Jodi Canfield, director of athletics and leader of the COVID task force says, "This timely decision was driven by our focus on the health of our students and was part of the College's COVID response plan, which was created to safely reopen for in-person classes this fall. To best serve our increasing number of students and to maintain the high level of safety precautions needed for COVID, we made the decision to establish a comprehensive onsite clinic."

The new health clinic is conveniently located in the heart of the Quad, amongst the residence halls. "When evaluating the best location for the health clinic, we considered numerous factors," says Luther Griffith, vice president of finance, operations and auxiliary enterprises. "The most important requirements were to situate the clinic in a location that was easily accessible for students, to create a safe, spacious and welcoming environment and to choose a location that was easily convertible. The lower level of the chapel proved to be the ideal spot. We completely renovated the space, transforming it into an efficient, effective and comfortable clinic. Upon entering, you'll see a collection of prints by photography students in and around the waiting area. This is their clinic, and we want them to feel at ease."

The clinic has four examination rooms, a relaxation room, two behavioral health rooms, a telehealth room, a nurses station and an in-house lab. Health care is provided in partnership with Centra and HealthWorks. Behavioral health care is provided in partnership with Horizon Behavioral Health, a student service that was already established on campus.

The partnership with Centra and HealthWorks began during the early conceptual stages of the health clinic when the design and needs of the facility were discussed such as the layout, environmental management and cleaning, and technology resources. Health care services at the clinic are provided by HealthWorks with Duncan Hughes, MD, as the supervising physician, and Laura Cooke, RN, as the onsite nurse.

"Centra is delighted to partner with the dedicated students, faculty and staff at Sweet Briar College on the new onsite student health clinic. This partnership will make sure everyone has the opportunity to live their best lives as they focus on their education mission. With onsite and telehealth availability; Sweet Briar, we are with you," says Michael Elliott, senior vice president and chief transformation officer.

Medical care is available Monday through Friday from 11 a.m. to 7 p.m., and students can virtually see a health care provider for general, non-emergency needs through a telehealth service, which is available at the clinic 24 hours a day, every day of the year. Behavioral health is available by appointment Monday through Friday from 9 a.m. to 5 p.m., with various walk-in hours during the week. Learn more about the services available and how to access them at sbc.edu/health-and-wellness/onsite-student-health-clinic. ■



During his visit to campus, Congressman Cline also presented President Woo with a copy of the Congressional Record from his "Sweet Briar Minute" on the House Floor on September 24. These remarks recognized Sweet Briar College for Academic and Institutional Innovation upon being named one of the most innovative schools in the country by U.S. News and World Report for the second time in three years.

Admissions Open House and Legacy Prospective Student Weekend

The weekend before students returned to their homes for winter break, 40 prospective students and their families visited campus to experience our college, meet our faculty and staff and learn about the amazing education Sweet Briar has to offer.

Of these prospective students, 15 were legacy students. These young women have heard about Sweet Briar for many years from their mothers, aunts, cousins, sisters and other relatives, and are seeing for themselves everything that Sweet Briar has to offer.

All prospective families met with Aaron Basko, vice president for enrollment management; Mary Pope M. Hutson '83, vice president for alumnae relations, development, and communications; and Teresa

Garrett, vice president of academic affairs and dean of the college. They had ample time to explore campus on their own, but also received tours and visited areas like the riding center.

While we all know that a visit to Sweet Briar can "seal the deal" for a prospective student, there are other ways that you can help recruit students to become the next generation of Sweet Briar women:

1. Sign up to become an Admissions Ambassador! Please contact Heather Colson Ewing '90, Admissions Ambassador manager, at hewing@sbc.edu to get started.
2. Refer a student to Sweet Briar through our online form at sbc.edu/admissions/refer-a-student.



Prospective students and their families checked in at Pannell Gallery, bringing them through the center of campus on their arrival.



As they checked in, students walked through the exhibition "Through Her Body," a display of figurative works by Anne Doolittle '78.



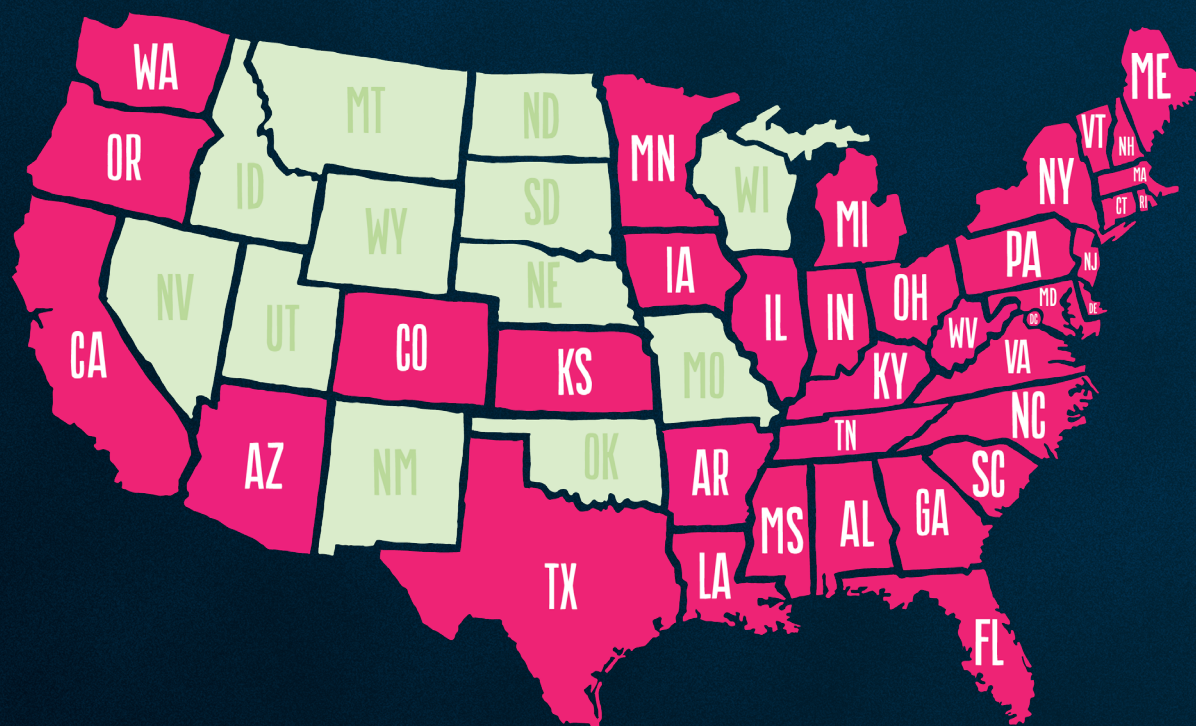
Students and their families had many opportunities to tour different areas of campus, including the greenhouse, riding center, museum, and a tour of the entire campus.



During the Open House weekend, students also met and heard remarks from members of the President's Cabinet Mary Pope M. Hutson '83, vice president for alumnae relations, development, and communications, Teresa Garrett, vice president for academic affairs and dean of the College, and Aaron Basko, vice president for enrollment management.



A total of 40 prospective students attended the Admissions Open House, and of those students, 15 were legacy prospective students who have a Sweet Briar alumna in their family. After the legacy students had dinner in Prothro, they gathered around the fire pit at the Florence Elston Inn and Conference Center to swap stories and get to know one another with student leaders and alumnae staff members.



Current Sweet Briar students hail from 37 states and 12 countries: Australia, Brazil, Bahamas, Botswana, Belize, China, Ethiopia, Hungary, India, Nepal, Nicaragua

Sweet Briar's Philanthropy Week educates community members about the power of giving back

Sweet Briar's mission is to prepare young women "to be productive, responsible members of the world community." As part of their education outside of the classroom, the Office of Alumnae Relations and Development assisted by Student Life organized Philanthropy Week which began Sunday, Sept. 27 in the community garden on campus and finished with a G.L.O.W. Color Fun Run supporting local food banks. The purpose of the week was to show how Sweet Briar itself has been impacted by philanthropy, and also, to show students how they can impact Sweet Briar and the greater community through their time, talent, and service.



Students designed and signed a banner to show their gratitude for Sweet Briar's front line staff.

When students attended at least two events, they received a free t-shirt designed by Pauli Born '22. On Sunday, the Sustainability Club worked in the Community Garden for over 2 hours clearing student plots, pulling weeds, picking herbs, mulching paths, and it generated a lot of interest in the agricultural enterprises on campus. Then, during lunch on Monday outside in the Student Commons Courtyard, students wrote thank you postcards to donors in order to express how their gifts have impacted their education. On Tuesday evening, students thoroughly enjoyed virtual Sweet Briar trivia.

On Wednesday, we honored Meredith Haga Fox '16 by hosting a "Sign Up to Save Lives" event where students stopped by to get Donate Life swag and sign up to be an organ donor. That evening, alumnae panelists from a variety of non-profit fields shared their career paths and advice with students interested in a career of giving back.

On Thursday, the EarPhones hosted a rainy letter writing event on the Dell to spread joy to a local nursing home in the area. On Friday, BSA and LatinX said a big thank you to all our Sweet Briar



Bruce Blessing, stepfather of Meredith Haga Fox '15, and Emily Dodson Sadler '19, Alumnae Relations and Development Associate, at the "Sign Up to Save Lives" event for organ donation.

heroes including Dining Services, the Post Office, Housekeeping, Physical Plant, Grounds, Campus Safety and Student Life. They had coffee and donuts for them in the Student Commons Courtyard, and students had the chance to sign a banner thanking them for all they do.

The Color Run was an evening filled with spirit and color fun. The G.L.O.W. club members volunteered and doused every runner and walker with a cloud of color powder. Throughout the week and especially for the Color Fun Run, community members were encouraged to bring non-perishable food items for two local food banks. Directly following the run, AR&D hosted "Hocus Pocus" in the Fitness and Athletics Center and gave every student a movie-themed snack bag.



Student organizers at the starting line of the Color Run.

By coming together over the course of a week's time, the Sweet Briar community was able to make a real impact on our local community. As the quote on the back of the Philanthropy Week t-shirt stated, "Individually we are a drop but together, we are an ocean" (Ryunosuke Satoro). By continuing to foster

and build a culture of giving, our students will enter the world with empathy and kindness and make a true difference just as our alumnae have done before them.



Philanthropy Week by the Numbers

50% of the student
body participated

75 students wrote
350 thank you postcards*

120 local nursing home residents
received a personal note

2 local food banks received
one van load full of food

50 students visited
the Donate Life table

42 runners in the Color Run

4 alumnae panelists
in the non-profit sector

One Sweet Briar.

*Make a gift on #GivingTuesday (Dec. 1) at sbc.edu/give
and receive a thank you postcard signed by a student!

Sweet Briar Board members rise to a challenge — and inspire others

Early this October, members of the Sweet Briar Board of Directors surprised President Meredith Woo and Mary Pope M. Hutson '83, vice president for alumnae relations, development, and communications, with some very special news. In response to the College's new COVID-19-related expenses and lost revenue, one member of the Board challenged the rest of the Board to raise \$500,000. If the rest of the board raised \$500,000, this board member said, they would anonymously give another \$500,000.

Within just 72 hours of issuing this challenge, the Board raised more than the first \$500,000 and unlocked the second \$500,000, raising a total of \$1 million to address these additional expenses and loss in revenue. We are grateful to our Board of Directors for their guidance, expertise, and financial commitments to our college.

The total amount of COVID-19-related expenses and lost revenue is \$2.8 million. The new COVID-19-related costs include personal protective equipment, technology upgrades, the renovation of the lower chapel to become the new health clinic, COVID-19

tests, and the addition of campus safety and housekeeping staff shifts. Lost revenue primarily comes from the Elston Inn and Conference Center being closed to guests and facility rentals, resulting in lost auxiliary revenue for both the end of the 2019-2020 fiscal year as well as the current 2020-2021 fiscal year. Room and board and horse boarding revenue in 2019-2020 was less than anticipated due to students and horses being sent home early to ensure health and safety at the beginning of the pandemic in March of 2020.

Because COVID-19 costs and lost revenue are part of Sweet Briar's budgeted operations, gifts to the Sweet Briar Fund will help us close the gap. If you're interested in making a gift to help Sweet Briar with these costs, please visit sbc.edu/give to make a gift online or call 434-381-6131 to find out about other ways to make a gift.

SWEET BRIAR COLLEGE

Alumnae Relations and
Development
P.O. Box 1057
Sweet Briar, VA 24595

Great holiday
gifts for the
VIXEN
in your life!



No matter where you are, **The Book Shop** is your source for all kinds of Sweet Briar swag, including sweatshirts, T-shirts, caps, mugs, decals and more.

Check out our new collection of Sweet Briar honey-infused skin care products and branded facial coverings, pictured above.



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434-381-6106